



February 9, 2016

STATEMENT OF WORK

GrayHairPR, VNR1 Communications and Globe Runner SEO agree to provide the following services under contract to the Town of Addison at a cost of \$4,000 per month for the period March 1 through September 30, 2016:

GrayHairPR

- Align team members and Addison staff
- Conduct an informal communications audit
- Identify audiences
- Develop Crisis Communications Action Plan
- Identify target media
- Conduct one media training session for up to eight executives
- Conduct one table-top crisis drill with full team during 2016
- Provide ongoing media relations counsel to Addison executives
- Provide support for crisis situations
- Respond to media inquiries concerning crisis communications
- Respond to media inquiries on non-crisis matters as requested
- Develop strategies to minimize any negative publicity during crisis situations
- Draft press statements for approval by relevant Addison officials
- Distribute press statements to appropriate media to get maximum exposure
- Serve as Addison spokesperson when appropriate, including nights and weekends for Public Safety Departments, and Addison Airport
- Review special events crisis communications plans and be available to respond to any potential crisis situations at special events (specifically Taste Addison, Kaboom Town! and Oktoberfest).

VNR1 Communications

- Videotape media training session
- Develop Digital News Release Platform